

By Alan Bullock, Senior Contributing Analyst, Parks Associates

| <p>Synopsis</p> <p>This report explores factors driving the growth of ad-based online video, profiles and compares market leaders, and assesses consumer preferences in watching ad-based content. It quantifies the number of households using ad-based online video services and includes a five-year forecast of viewer growth.</p> | <p style="text-align: center;">Adoption of Ad-based OTT Video Services</p> <div style="text-align: center;"> <p>Households Using Ad-Based OTT Video Services</p> <table border="1"> <caption>Households Using Ad-Based OTT Video Services</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1/2019</td> <td>~24%</td> </tr> <tr> <td>Q1/2020</td> <td>~25%</td> </tr> <tr> <td>Q1/2021</td> <td>~31%</td> </tr> <tr> <td>Q1/2022</td> <td>~33%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p> </div> | Quarter | Percentage | Q1/2019 | ~24% | Q1/2020 | ~25% | Q1/2021 | ~31% | Q1/2022 | ~33% |
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| <p>Publish Date: 4Q 22</p> | <p>“Ad-supported OTT has converged on two programming models: linear, also known as FAST (Free Ad-Supported Television), and on-demand, also known as AVOD (Ad-supported Video On Demand). Ad-based services are benefiting from the current uncertain economic climate. Consumers are evaluating discretionary spending, and switching from legacy pay-TV or subscription-based streaming services is a means of cutting costs,” said Alan Bullock, Senior Contributing Analyst, Parks Associates.</p> | | | | | | | | | | |
| <p>Key Questions</p> | <ul style="list-style-type: none"> What is the state of the ad-supported video streaming market? What is the difference between FAST and AVOD, and which OTT services are using each model? What factors are contributing to the growth of ad-supported streaming services? Which ad-supported streaming video services are most popular? How will new subscription tiers from Disney+, Netflix, and others affect the market? | | | | | | | | | | |
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| List of Companies | |
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| | <p>Crackle Plus</p> <p>Fade Technology Solutions</p> <p>Irdeto</p> <p>Plex</p> <p>Roku</p> <p>Samsung</p> <p>ThinkAnalytics</p> <p>TiVo+ (Xperi)</p> <p>VIZIO</p> <p>XUMO</p> |

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